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Editor-in-Chief

O'Dwyer's Newsletter



The Inside News of
PR and Marketing
Communications

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June 17, 2019 Vol. 52 No. 24

FULTON COUNTY, GA SCHOOLS FLOAT RFP

The Fulton County School System, the school district serving Georgia's Fulton County, is looking for a marketing firm that can promote its communications campaign to help teens in crisis.



FCS needs a firm to develop and deliver a marketing and PR campaign that raises awareness of the Fulton County Text 4 Help initiative, a resource that provides an anonymous crisis text line allowing teens facing stress or crisis to reach a licensed mental health clinician, 24 hours a day, seven days a week.

Scope of work includes determining campaign audience and executing a comprehensive marketing and PR plan, timeline and subsequent campaign, as well as development of campaign collateral and other materials.

Proposals are due by 2:30 p.m. (EST) Tuesday, July 16 and should be mailed or delivered to:

FCS Contracting Department; The Administrative Center; 6201 Powers Ferry Road; Atlanta, Georgia 30339

Bidders must submit six sealed proposals—including one original and five copies—as well as one copy on a flash drive. All proposals must be labeled "Request for Proposal No. 191-19" on the outside of the envelope.

All questions should be directed to the executive director of contracting, wecare@fultonschools.org or via fax 470/254-1248 by 4:00 p.m. (EST) on Tuesday, July 2.

[Download the RFP \(PDF\).](#)

HUCKABEE SANDERS EXITS WHITE HOUSE

Sarah Huckabee Sanders, the White House press secretary, is stepping down at the end of the month, according to a tweet from Donald Trump.



Sarah Huckabee
Sanders

"After 3½ years, our wonderful Sarah Huckabee Sanders will be leaving the White House at the end of the month and going home to the Great State of Arkansas," tweeted the president.

Sanders, who succeeded Sean Spicer in 2017, will be remembered for killing the daily press briefing for reporters and for ardent defense of Trump.

Special counsel Robert Mueller cited her for making false statements defending Trump's firing of FBI director James Comey.

She claimed "countless" agents had told her that they lost confidence in Comey's leadership. Sanders later told Mueller's team that her bogus statement was a "slip of the tongue."

ACLU RETAINS RABEN AMID BORDER CRISIS

The Raben Group is working on behalf of the American Civil Liberties Union's Texas branch to lobby Congress in an effort to protect the civil rights of immigrants and asylum seekers and fight abuses at the U.S. border with Mexico.



The ACLU of Texas details its mission to defend immigrants' rights in the Lone Star State through challenging the ongoing detention of asylum seekers, working to stop unnecessary immigration detention and inhumane conditions of confinement, ending abuses by immigration authorities and local law enforcement's collaboration with Immigration and Customs Enforcement (ICE), supporting comprehensive immigration reform, protecting immigrants' rights to safe community environments and education and supporting refugee resettlement in Texas

Work for the ACLU will be led by Raben principal Maunica Sthanki, an expert on immigration law and policy who was Counsel to the House Judiciary Committee's Subcommittee on Immigration and Border Security.

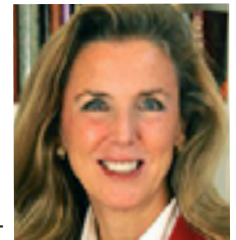
Robert Raben, a former aide to Congressman Barney Frank (D-MA) and assistant attorney general for legislative affairs, heads the D.C.-based firm.

EDF'S MCGINTY JOINS JOHNSON CONTROLS

Katie McGinty, who as senior VP at the Environmental Defense Fund led its oceans program, will now head global relations at \$32B industrial Johnson Controls.

She will work with governments and regulatory bodies on topics such as development of intelligent buildings, energy efficiencies and "smart" infrastructures/cities.

McGinty, who has more than 25 years of public and private sector experience, chaired the White House council on environmental quality and was deputy assistant to president Clinton, served as Pennsylvania's secretary of environmental protection and ran for the Keystone's Senate seat in 2016.



Katie McGinty

She serves on the boards of Scott Institute for Energy Innovation (Carnegie Mellon University), American Council on Renewable Energy, Energy Futures Initiative and the Delaware River Port Authority.

With its 2016 merger with Tyco, Johnson Controls moved its headquarters from Milwaukee to Cork, Ireland. The company publicly said the move was not tax-related.

McGinty will be based in Washington.

MOST CONSUMERS STILL TRUST TECH

Despite the reputational hits that the tech sector has been taking recently, a new study from FleishmanHillard finds that in the US and UK, trust in tech remains surprisingly high.



John Saunders

“From Darlings to Damaged? Managing the Technology Sector’s Reputation in an Age of Heightened Security” asked consumers in both countries about their attitudes and perceptions regarding the tech industry’s reputation.

More than eight out of 10 (82 percent) of American respondents said they generally trust tech companies, and almost as many in the UK (79 percent) said the same.

Even though trust levels across the board are positive, a majority of respondents from both countries (70 percent) said that tech companies should increase their efforts to address such issues as the accessibility of user information, data breaches and general security.

That sentiment does not completely hold when it comes to regulation. Only 31 percent of respondents said that they thought tech companies are regulated too little.

While 60 percent of British respondents felt that UK tech companies were regulated about the right amount, only 54 percent felt the same with regard to US companies. The study’s authors say those numbers indicate that UK consumers think there is a more relaxed attitude toward tech sector regulation in the US.

“As companies navigate the increasingly complex environment, the best approach is to commit to being transparent, and to work collaboratively with government, regulators and academia,” said FleishmanHillard president and CEO John Saunders.

MCFADDEN TAKES TOP COMMS SPOT AT AFSA

Ed McFadden, who previously served as secretary for communications for the Archdiocese of Washington, has been named vice president of communications for the American Financial Services Association, the national trade association for the consumer credit industry.



McFadden served as spokesman for the Archdiocese as it faced the controversy surrounding whether or

not its Archbishop, Cardinal Donald Wuerl, knew of abuse allegations concerning his predecessor, Theodore McCarrick.

He was previously vice president for global public policy communications at Verizon Communications.

Before that, McFadden was senior adviser and chief speechwriter to attorney general John Ashcroft, as well as a member of the President’s Task Force on Intellectual Property. He has also served as deputy features editor for the *Wall Street Journal* and a senior editor at *Reader’s Digest*.

At AFSA, McFadden will work to expand the association’s mission of ensuring access to safe consumer credit products.

JOELE FRANK WORKS INSYS CHAPTER XI

Joele Frank shop is handling the bankruptcy filing of Insys Therapeutics, which agreed last month to pay a \$225M federal settlement connected to the sales of its Subsyst opioid drug.

The Chapter 11 filing is to facilitate the sale of assets and address legal liabilities, says the company.

Following a review of strategic alternatives, CEO Andrew Long determined that court-supervised sales of assets is the best route for a “fair and transparent” process.

The *Wall Street Journal* reports the bankruptcy petition acknowledges that the federal government won’t be paid in full. Insys will petition the judge to cap the federal proceeds from the asset sale at \$190M.

Joele Frank, Wilkinson Brimmer Katcher’s Michael Freitag, Matthew Gross and Andrew Squire are working the account.

They are assisted by Jackie Marcus and Chris Hodges from Alpha IR Group.

CARMEN GROUP PILOTS F-35 FIGHTER PUSH

Carmen Group is spearheading the lobbying push for Lockheed Martin’s F-35 fighter jet program.

Critics have long attacked the F-35 as a financial boondoggle riddled with cost overruns.

The Pentagon announced June 11 that it reached a deal with Lockheed Martin to buy 470 F-35 jets for the Air Force, Navy, Marines and allied militaries for \$34B.

If the “handshake deal” is finalized in August, it would be the “largest procurement in the history of the DoD,” according to vice admiral Mathias Winter, F-35 program executive. The Pentagon claims bulk purchase of the plane decreases average unit cost by about 15 percent.

Carmen Group chief David Carmen leads the F-35 team with executive managing director Dal Harper and Gary Hoitsma, ex-press secretary for Oklahoma Republican Senator James Inhofe.

DIPLOMACY PRO BARBOUR RETURNS TO H+K

James Barbour, who led the European Union’s PA and communications effort in Washington, has signed on as Hill+Knowlton Strategies’ US PA director.

As counselor to the EU Delegation, he coordinated public policy efforts for the 28-member group, analyzed US political action and advised member states on how to relate to American influencers.

Prior to the EU job, Barbour was press secretary and communications chief at the British embassy in DC. That US posting followed a more than three-year tour in Moscow as press secretary and leader of the PA staff.

Before joining H+K as a VP in 2005, Barbour worked at the Foreign Commonwealth Office on South African matters.

“Having worked in D.C. for eight years he is well-connected in the policy, think tank, embassy and media worlds and will be a great asset for our clients across all sectors,” said H+K global president Richard Millar.



James Barbour

LGBT COMMUNITY MUST REMAIN VIGILANT

This is a momentous time for the LGBTQ community as we commemorate the 50th anniversary of Stonewall and pay tribute to the heroes and heroines of that period.

To think 40 years ago, I was beginning my career in state and national politics that included working for Jay Rockefeller and Jimmy Carter. Yet, it was still not a time for gay people to be public about their sexual identity in the workplace.

Fast forward to 2019, and we have made real progress, but there's still more work ahead. On the progress side, marriage equality is now the law of the land, and public opinion around marriage has been reversed from 60 percent opposition 15 years ago to 61 percent support today. But, as we watch the anti-choice forces build in a number of states and we see women's rights being infringed upon, we must be vigilant on the marriage front as well.



Scott Widmeyer

We also have our own openly gay presidential candidate with Mayor Pete Buttigieg. And groups like the LGBTQ Victory Fund are shattering the pink ceiling by electing openly gay mayors in cities like Chicago, and we have seen the rise of Speaker Corey Johnson in New York along with governorships in Colorado and Oregon.

As we look back, a defining period for many of us began in the mid-1980s with the AIDS crisis. Thanks to the efforts of six brave New York men, we saw how powerful symbols can become when they took the pink triangle in 1987 and married it with "Silence equals Death" to symbolize the inaction by Reagan, Koch and others.

Out of "Silence equals Death," we saw the birth of ACTUP, the AIDS Coalition to Unleash Power, which led to heightened protests tied to government inaction, slowness around research and price gouging by big pharma.

In the past 20-plus years, so much has grown up and matured around LGBTQ issues. Our industry sector of PR professionals has played important roles as consultants, along with small and large PR shops. I am proud of the work we first did at the firm I founded, Widmeyer Communications. There, we worked hand in hand on the Campaign for Military Service, for Whitman Walker on HIV-AIDS, and with non-profits and government around anti-bullying deploying integrated PR communications.

PR and communications can make a huge difference in helping big companies, thought leaders, pharma and government communicate important messages about their products and their issues that are inclusive, thoughtful and progressive.

I plead with everyone to make it their responsibility to not forget our history, and to help inform millennials and Gen Zers about the struggles we have faced and the fight we fought for them. Let's do all we can to bring more awareness in our community around how we have evolved. Without appreciating our history, it's hard to look at our future.

Scott Widmeyer is a Founding Managing Partner at Finn Partners. His firm, Widmeyer Communications, was acquired by Finn in 2013.

PRIDE ISN'T ALWAYS EASY

Being gay and being a business owner used to be two extremely separate aspects of my life. I used to think that being openly gay was irrelevant to the successes or failures of my business. Now I know better.

Meanwhile, Pride Month has been embraced by millions of people, by pop culture, by local governments and, increasingly, by companies. I've loved watching Pride grow into a national celebration and discussion. In particular, I've been interested in how other businesses, executives and entrepreneurs celebrate Pride Month and their roles in the LGBTQ+ community. Because for me, it took a long time to feel comfortable calling myself a gay business owner.

I recently attended the Business of Pride awards dinner here in San Francisco. The dinner recognizes the Largest LGBTQ-Owned Businesses in the San Francisco Bay Area, a list compiled each year by the *San Francisco Business Times* and the *San Jose Business Journal*. Bateman Group has been included on every Business of Pride list since its inception in 2015, rising from 16th place in 2015 to 6th place this year. But, as important as this recognition is, it hasn't always been one I've celebrated publicly or shared with my colleagues.

I used to feel ambivalent about this award. To me, winning an award for being a gay business owner felt like winning something for being born with blue eyes or being nearsighted. In hindsight, I recognize the steps I took to ensure my sexuality never became an obstacle. Some were conscious, like surrounding myself with fantastic people who I felt clients and prospects would be able to self-identify with more easily — in other words, heterosexual. Others were more implicit. Deep down, I viewed my gayness as a flaw that I needed to cover up.

Now I know better. I know that my sexuality does matter. I know that we are prejudged before we even walk into a new business pitch or shortlisted for an agency review. As much as it pains me to admit, I know that my sexuality impacts my heterosexual business partners and each of my employees regardless of what steps I take to minimize it. But I also know that my colleagues are there to fight alongside me and to celebrate our successes and our failures together. I understand now the psychological price I paid for viewing the way I was born as something to hide.

I feel a sense of obligation to encourage younger gay and lesbian PR professionals not to treat their sexuality as a deficit that needs to be compensated for. Because at the end of the day, your sexuality is not the same as your eye color. Yes, it's something you're born with. But it's also something that can elicit prejudice or judgment, no matter how far we've come as a society. That's why today I'm thrilled to be attending the Business of Pride dinner with close colleagues and co-owners. It's an achievement I'm proud of, and one that I will no longer hide.

Fred Bateman is founder/CEO of Bateman Group, which is based in San Francisco with offices in New York and Portland, Ore.



Fred Bateman

CLS STRATEGIES COVERS DC FOR AL JAZEERA

CLS Strategies is providing Washington support for Al Jazeera Media Network, which runs the Arab-language satellite TV network that is based in Qatar.



**Andrei
Koneschusky**

Andrew Koneschusky handles issues that may arise from Al Jazeera's coverage and matters concerning freedom of the press. He joined the former Chlopak, Leonard, Schechter & Assocs. from crisis firm Levick, where he worked on accounts such as the "Kuwaiti 12" prisoners at Guantanamo Bay, Cuba. Levick wound down that effort to free the detained Kuwaitis in 2013. Earlier, Koneschusky was national press secretary for New York Senator and Democratic Minority Leader Chuck Schumer, and ex-Brooklyn Congressman Anthony Weiner.

CLS, which is part of Omnicom, is working as a subcontractor to law firm, DLA Piper, which has resumed its representation of al Jazeera.

The lobbying firm had worked for the media company from 2013 to 2016.

MPAA'S BENNETT ENROLLS AT AU

Matt Bennett, who had been executive VP, global communication at the Motion Picture Association of America since 2016, has been named VP and chief communications officer at American University.

At MPAA, Bennett oversaw all communications, as well as counseling the board and CEO. Before coming to the organization, he was senior vice president and D.C. practice lead at Racepoint Global, and previously held senior vp slots at both PhRMA and GolinHarris.

As a member of the university's senior leadership team, he will lead the division of university communications and marketing.

BIG FOOD TAPS GPG FOR SUSTAINABILITY

Glover Park Group is handling agricultural and environmental issues for the Sustainable Food Policy Alliance.

Unilever US, Nestle USA, Danone North America and Mars Inc. launched the SFPA in 2018.

The goal is to impact US policy on issues related to food safety, nutrition, climate change/renewable energy/resilient communities and consumer transparency related to information about the food that people buy.

In April, the SFPA urged US decision-makers to establish a carbon pricing system aligned with climate science and to accelerate clean energy deployment as part of the strategies to reduce and sequester greenhouse gases.

GPG's SFPA team includes Joel Leftwich, who was majority staff director on the Senate Committee on Agriculture, Nutrition and Forestry; and Grant Leslie, aide to former Sen. Tom Daschle and ex-Agriculture Secretary Tom Vilsack.

WPP owns GPG.



ACCOUNTS IN TRANSIT

C&R has been named agency of record for **Thompson Nashville**, Thompson Hotels' first property in the upper South. C&R will focus on increasing the property's media exposure while securing unique programming and strategic partnerships for Thompson Nashville through its network. Its efforts will highlight key differentiators of the property and focus on maintaining its position as the most sought after luxury hotel in Nashville. C&R's roster of travel and real estate brands also includes Banyan Tree Hotels & Resorts and The Beverly Wilshire.

The Pollack PR Marketing Group's LAB186 digital marketing and content creation team will produce a bi-monthly online show and weekly podcast for **Fangirl Sports Network**. FGSN, which launched in 2015, is a digital media company aimed at sports-loving women. It delivers weekly news updates, commentary about professional sports teams, and offers a behind-the-scenes look at women who are succeeding in the sports industry.



Foodmix Marketing Communications has been named agency of record for **B&W Quality Growers**.

The agency will leverage Foodmix's expertise in the grocery retail and foodservice industries to execute a PR and social strategy supporting B&W watercress. The effort will highlight the versatility and peppery flavor of watercress, with the goal of raising the brand's profile among both chefs and consumers.

Magrino is now representing French winemaker **Château de Pommard** in the U.S. The agency will manage media relations, events and profiling for the company. The estate, which has only changed hands five times since its founding in 1726, was bought in 2014 by Michael Baum, a leading Silicon Valley investor and executive. It has been transformed into what the company calls the ultimate wine education destination. Magrino has also recently added boutique investment firm Invest Hospitality and decorative lighting, furniture and accessories manufacturer Vaughan to its client roster.

SPARK Strategic Ideas has signed on to represent **Blackhawk Hardware** in the Charlotte, NC market. The agency will implement a strategic plan employing digital marketing, social media, public relations and photography to promote the company's items as well as its expertise in home improvement, gardening and do-it-yourself projects.

Uproar PR has been named agency of record for digital publishing provider **BlueToad**. The agency will work to drive growth for BlueToad through integrated public relations and social media campaigns, with the goal of increasing brand recognition for the company and raising awareness of its digital content solutions for publishers. Orlando, FL-headquartered Blue Toad provides publishers with a platform for creating responsive digital editions and web content.



FACEBOOK DIP HITS SOCIAL MEDIA ACTIVITY

The total daily time Americans spent on social media networks took a dip last year, the result of Facebook users now spending less time on that platform, according to digital market research company eMarketer.

Average daily time spent on Facebook by U.S. adults fell by about three minutes last year, according to eMarketer, from 41 minutes per day in 2017 to 38 minutes in 2018.

Because the platform accounts for the lion's share of social media activity in the U.S., the average daily time Americans spent on social media in 2018 was down about a minute—or 1.9 percent—to an hour and 14 minutes.

By contrast, overall social media use time saw cumulative gains of about seven minutes between 2016 and 2017 alone, or 10.7 percent, and a similar six-minute gain (10.4 percent) between 2015 and 2016. eMarketer predicts the average time Americans spend on social media networks will remain essentially flat through 2021.

eMarketer also estimates that the average daily time Americans spend on Facebook will continue to decline modestly over the next few years, remaining at 38 minutes per day in 2019 before sliding by about a minute to 37 minutes per day in 2020.

On the other hand, eMarketer posited that the rising popularity of photo-sharing site Instagram paints a different picture, and is a primary reason why the total daily time Americans spend on social media didn't plummet more last year. eMarketer predicts that U.S. adult Instagram users will spend an average of 27 minutes per day on the site this year, up from 26 minutes per day in 2017-2018 and 24 minutes per day in 2016.

eMarketer also predicts that American adults' use of messaging app Snapchat will remain essentially flat, with future average daily time forecasts remaining unchanged through 2021.

SKDKNICK SHOWS PRINCE IN 'GREEN' LIGHT

SKDKnickerbocker has signed on to promote the Prince Albert II of Monaco Foundation and its effort to protect the environment and promote sustainable development.

The Foundation largely focuses on limiting the effects of climate change, safeguarding biodiversity and protecting water resources.

SKDKnick will pitch Prince Albert II as a "preeminent thought leader on the oceans," especially when it comes to acidification, diverting plastics from the water and marine protected areas, according to its agreement with the Foundation.



Prince Albert II

It will develop a six-month communications plan to elevate the Prince and Foundation leading up to the opening of the United Nations General Assembly in September, UN Climate Change Conference slated for Chile in December and the Davos Conference in January.

SKDKnick, which is part of Mark Penn's Stagwell Group, receives a \$35K monthly fee for its work.

NH REGION NEEDS RENEWED BRAND IDENTITY

The Greater Keene Chamber of Commerce in Keene, New Hampshire, is looking for a branding and marketing firm that can promote the Monadnock Region in the southwestern part of The Granite State.

The region is named after Mount Monadnock, a 3,165-foot mountain, which is the dominant geographic landmark in the area. Keene, the Cheshire County Seat, is the largest community in the region, with a population of approx. 23,000.



Scope of the work calls for market research and the development of a creative and branding strategy for the purpose of creating a distinct and uniform brand whose assets can be used by area businesses and organizations for future collateral and their own marketing needs.

The Taskforce plans to select a branding and marketing partner in July. The Taskforce doesn't currently have a target start date or pre-determined duration date for the campaign. Agencies responding to this RFP and encouraged to recommend campaign duration.

Proposals are due by 5 p.m. (EST) Thursday, June 27 and should be sent to:

Phil Suter, President/CEO; Greater Keene Chamber of Commerce; 48 Central Square; Keene, NH 03431

All bidding agencies should enclose two hard copies of their proposals, as well as one digital copy.

Questions should be directed to Greater Keene Chamber of Commerce CEO Phil Suter, psuter@keenechamber.com or 603/352-1303.

[Download the RFP \(PDF\).](#)

ON THE MOVE

FTI Consulting has appointed **Joanne Wong** as a senior managing director in its strategic communications segment. Wong was previously a senior vice president at Fleishman-Hillard. She has extensive experience in corporate reputation, public affairs, financial communications, issues and crisis management, market entry and access, media training and cross-border strategies. She will be based in Hong Kong.



Joanne Wong

Pierpont Communications has brought on **Kenneth Kracmer** and **Allison Murray** as vice presidents. Kracmer joins Pierpont's Dallas office from the Point Group, where he was president of public relations and business development. Murray comes to Pierpont's Austin office from Edelman, where she served as vice president.

Sloane & Company has hired **Lauren Nussbaum** as senior vice president. Nussbaum joins the agency from Joele Frank, where she was a senior account executive, advising public companies involved in transactions and special situations on corporate governance, shareholder engagement, activism defense and crisis communications. She previously led global and nationwide media relations for law firm Paul, Weiss, Rifkind, Wharton & Garrison.

COMMENTARY

Google generated \$4.7B in 2018 revenues by ripping off content developed by the news media and didn't pay the nation's beleaguered publishers a penny for their material, according to a study released by the News Media Alliance trade group of more than 2,000 newspapers.



The \$4.7B number almost equals the total \$5.1B in digital advertising revenues generated by the newspaper business last year.

Isn't that just bananas?

Especially when a quick peek at the balance sheet of Google parent company, Alphabet, shows \$113B in cash, equivalents and marketable securities as of March 31.

Google's theft is probably a lot worse.

Keystone Strategy, the economics consulting firm that conducted the study, calls the \$4.7B number a "conservative estimate" of the revenue made through use of content. It fails to place a value on the ways Google uses the news content to drive traffic, develop its products and solidify its dominant market position.

The amount of news in Google searches ranges from 16 percent to 40 percent. That number is on the rise. The Keystone report finds that more and more people are turning to "legitimate" news sites to explain an ever-more disturbing world.

News is becoming increasingly important to Google and will become even more vital as the presidential campaign kicks in and possible impeachment proceedings begin.

The Alliance supports legislation that would "provide a limited safe harbor for news publishers to be able to collectively negotiate for better terms with platforms such as Google and Facebook," according to CEO David Chavern.

The Journalism Competition & Preservation Act would provide such a remedy.

But Google should proactively make amends and correct the current marketplace imbalance. It's a matter of good PR.

The search giant, which is already under attack by critics wanting to break up Big Tech, could earn a bushel of goodwill by returning a big chunk of the revenues that it skimmed from newspapers.

After all, Google obviously values their content. It should cough up some heavy cash before more newspapers vanish.

Call him "Stubborn Steve" Schmidt. The former Edelman vice chairman and campaign strategist for John McCain's presidential run, will continue to advise former Starbucks' CEO Howard Schultz, who is mulling an independent run for the White House.

Schultz, who has had three back surgeries over the past two months, has suspended political activities for the summer and will decide after Labor Day whether to resume his long-shot bid for president.

He laid off most of his campaign staff but is sticking with Schmidt, according to CNBC.

The emergence of Joe Biden, who is deemed a moderate by many political observers, may have given the billionaire coffee magnate second thoughts about running for the White House.

In any case, Schultz chances of capturing the White House are about equal to getting in and out of a Starbucks in under five minutes.

Schmidt, who also worked in the George W. Bush White House, left the Republican party last June because he said it had become "fully the party of Trump."

Hope springs eternal among liberal Democrats that this week's closed testimony by former White House communications director Hope Hicks will build momentum to launch impeachment proceedings against president Trump.

At the risk of bursting their bubble, long-time Trump family confidant Hicks is unlikely to rat on the president.

That pie-in-the-sky thinking shows how out-of-touch the left-wing of the Democratic party is with the rest of America.

Trump isn't going anywhere as long as Mitch McConnell controls the Senate.

While the left-leaning Democrats are ever ready to feed a "need to impeach" quote or two to the ever-receptive media, it's the 40 centrist and lower-key Democrats from districts won by Trump in 2016 that are the reason why the party controls the House. There is near zippo support for impeachment in those swing districts.

For instance, a search on the website of my Congressman Max Rose, who defeated New York City's lone Republican Congressman in 2018, comes up blank after keying in the word "impeachment" or "impeach."

Rose's site has lots of information about healthcare, economy/jobs, homeland security, veterans, energy/environment, immigration, education and seniors. The politico believes those issues will be the foundation of his predicted "double-digit" victory in 2020. Time will tell.

Rose is the most endangered Democratic Congressman from the Empire State, a guy who wasn't expected to beat Dan Donovan in 2016. He already has a slew of Republicans who are eager to knock him off, including indicted predecessor Michael Grimm.

It would be crazy for Rose to even whisper impeachment, which would add fuel to the GOP fire and swing New York's 11th district back to the Republicans.

Let AOC keep the national spotlight. It's the business of the people for Max. —Kevin McCauley